

it takes everything

"Aim Is Only 10% of Billiards"

"True aim is only the starting point of a billiard champion," says the wizard of 18.2 ballline. "Eye—to guide that aim; nerves—to keep it steady under stress; touch and timing—to control it; endurance—to combat fatigue; and above all, a chess brain—to see ahead and plan accordingly; all these are equally essential. To get your name in the record-book, you've got to have everything!"

Jake Schaefer

TAKE a cue from Jake Schaefer, Jr. Real gasoline must have everything, too. To be gum free is not enough. To be free from sulphur is not enough. To be low priced is not enough.

If it causes excessive carbon deposits you are likely to pay for it twice. Once at the pump and again for needless carbon jobs in the repair shop.

1932 gasoline must have everything. "Standard" 1932 gasoline has everything.



It gives quick starting for traffic jams. Smooth and silent power when you need it. Added miles of low-cost, trouble-free transportation. Keeps your car out of repair shop. Saves you money.

Read the list below. Check it. It spells savings. A sweet engine. Next time you buy gasoline buy "Standard."

It has everything a real gasoline should have.

"STANDARD" HAS EVERYTHING!

Check it!

- ✓ CARBON-LESS—Spark plugs, pistons, cylinders and valves stay clean. Saves repair bills.
- ✓ GUM-LESS—No clogged manifolds—no sticky valves. Cuts repair bills.
- ✓ SULPHUR-LESS—No corrosion. Saves repair bills.
- ✓ ANTI-KNOCK—Extra power, less noise, less upkeep cost through reduced hammering of pistons and bearings. Cuts repair bills.
- ✓ QUICK STARTING—Minimum use of choke—quick power and pick-up—less contamination of crankcase oil.
- ✓ "BUBBLE-FREE"—No stalling and bucking from vapor bubbles in gas line and carburetor—even, steady flow of power in the hottest motor.
- ✓ ODOR-LESS—Refined "sweet"—no disagreeable smells.
- ✓ CRYSTAL CLEAR—Made clear—stays clear—a guarantee of perfect cleanliness. Saves money.
- ✓ UNIFORM—Same quality and results always, everywhere. Always more miles for your money.

Copyright, 1932, Standard Oil Co. of New Jersey

STANDARD

"STANDARD" 1932 GASOLINE has everything!

WOOL WANTED

As usual we will be in the market to buy your wool and ginseng, will pay the market prices at all times through the season. Wool bags furnished for your wool and wool twine on hand for sale.

HILLSBORO STORE COMPANY

W. T. WALKER

Hillsboro

W. Va.

Used Car Bargains Special Sale

- 1929 Ford Roadster—Rumble Seat
- 1930 Ford Roadster—Rumble Seat
- 1930 Chevrolet Sedan
- 1929 Chevrolet Coach
- 1930 Chevrolet Coach
- 1929 Chevrolet Roadster
- 1926 Dodge Sedan
- 1925 Jewett Touring
- 1927 Essex Roadster
- 1930 Chrysler Sedan
- 1927 Oldsmobile Roadster

See the Cars—See the Prices—20 day sale

Easy G M A C terms

Rexrode Chevrolet Co.

MARLINTON, W. VA.

MALE-HELP WANTED

STEADY WORK—GOOD PAY
Reliable Man Wanted to call on farmers in Pocahontas County. No experience or capital needed. Write today. NCNESS CO., Dept. P, Freeport, Illinois.

Radio Service

Have equipment to take care of all makes of radio in the way of checking and repairing. Free tube testing service. Work guaranteed.

J. Paul Simmons

Headquarters at C. J. Richardson's Store

Tourist Trade Harvest Right At Doors Of West Virginia

CHARLES BROOKS SMITH
(Wheeling Intelligencer)

The scenic grandeur of the state of West Virginia inspired some one unknown years ago to turn out a neat descriptive term. It was:

"The Switzerland of America."

It originated before the motor age and the modern highways which came with it; before the tourist trade in this country became something well worth every community, no matter how small and otherwise unimportant putting forth proportionate inducements to secure a share of, at a time when Americas took their tourist patronage to foreign countries and Switzerland held top place on their itinerary.

The American tourist trade has been the principal source of revenue of little Switzerland for decades and it has likewise become the main prop of the national incomes of the main countries on the European map. Moreover, it has assumed a similar relation to the material welfare of the people of Canada and the United States.

In our country some states which have much which is worth while to offer the tourist trade, grasped its potentialities sooner than others, mapped out a sales campaign and launched it with consummate high pressure. Ample capital and efficient organization seemed to secure ultimate success and did.

None of them was better stocked with articles which attract more the migratory customers of the open road than West Virginia, and few of them if any, occupy a geographical position more advantageously located in respect of populous market, as will be explained farther down in this article. The point is that a state which has about everything that the millions of the people want who go gyping over the inexhaustible and interminable network of modern highways, to satiate these cravings, must needs take energetic and intelligent steps to sell it, in a field which has, in comparatively recent years, become highly competitive. That is, it must insist it be content to remain one of the sisters whom Mr. Grundy would call "backward!"

Advertising of the right kind and no end to it, is the principal factor in a sales campaign of this kind, and its arch is its catchline or slogan. One that will, in a short sentence, give a meeting, sweeping survey of the one and several best articles on the advertiser's shelves, the ones that have the strongest sales pull; that are best able to overcome reluctance (when not stubborn) "sales resistance" the quickest.

It is our argument that West Virginia has one ready at hand which fills the bill and we wish to commend it to the Rotary, Kiwanis and Lion's clubs of the state, and whatever other civic and official organizations that may become their associates in the

movement to go after the tourist trade and—we shall all hope—ultimately secure a large and juicy slice of it. Our notion of a large and juicy slice looks like a dollar mark followed by nine nice little numbers—about \$100,000,000 a year gross would be about what West Virginia ought to expect in 5 or 10 years if they go about it right and keep after it.

By that time, tourists ought to be "West Virginia"—The Switzerland of America—conscious. And now let us take a look at our market. We don't have to look very far, hence it is no straff on the eyes. Within a good day's drive—the long, lazy day of the tourist season—400 miles—there are 52,626,000 people to work on, as prospective customers of West Virginia's incomparable scenery, highways, spas, historic monuments, natural and industrial wonders.

Within 100 miles—which is no drive at all—1,981,000; within a radius of 200 miles 13,341,000; and 300 miles, 30,216,000 people.

These figures were prepared by the experts of the Census Bureau at the request of Representative Frank L. Bowman acting for A. Spates Brady, of Elkins. Actually and accurately they apply to the Monongahela National Forest, the main entrance to which is at Elkins. The figuring was done from a central point in the forest—two miles south of Harmon and slightly more than two miles north of Job, in Randolph county. But they are applicable as an approximation to the state as a whole. A few miles, more or less, are as nothing in the life of a motorist just touring "round among strange sights and peoples."

Mr. Brady desired this information for use in promoting a movement the purpose of which is getting tourists, campers, and pleasure seekers to give West Virginia a try-out; in this case, as this movement appears to be local in scope, the Monongahela National Forest, held at Elkins is now an established annual event in October.

But while Mr. Brady and his associates have their own plan to execute whatever success they may score cannot be shared in by the state as a whole. Anyway, their movement is but a local unit in one which is now a statewide size, which too much encouragement cannot be given by the people in every community—in size from crossroads hamlet to the city. The fear is that they may give too little unless they can sell themselves first on this proposition, than which we can think of no others that promise larger profitable returns, starting immediately, in which every citizen in the state will share, directly and indirectly.

The Edray Community Council will meet at Edray church on Friday night, June 10, at eight o'clock. Rev. O. N. Miles will make an address, followed by a round table discussion of the subject "The Church Serving the Community." Rev. T. H. Taylor will be the leader. The public is urged to come.

YEAGER-FRIEL

Coming as a surprise to the many friends of the groom in Alderson is the marriage of Miss Helen Friel, of Marlinton to Mr. H. Arnett Yeager, superintendent of the Alderson public schools, at Marlinton last Saturday afternoon, May 28, 1932, at the Methodist parsonage with Rev. T. G. Oliver officiating. The bride is a daughter of Mrs. E. A. Friel of Marlinton, and is one of Pocahontas county's most charming and winsome young ladies. She was educated at the Fairmont Normal School, and for the past eighteen months has been employed as stenographer for Judge S. H. Sharp of the Eleventh Judicial circuit. Mr. Yeager is well known at Alderson, where he has made a host of friends during his connection with the local public schools. He came here several years ago after receiving his degree from Concord College, as a teacher and coach in the high school, and is now entering his second term as superintendent of the district schools. He is a son of Mr. and Mrs. W. J. Yeager of Raywood, Pocahontas county. Immediately following the ceremony Mr. and Mrs. Yeager left for a wedding trip which will include a visit to Washington, D. C., and Chicago, Ill. They are expected to return to Alderson about June 12th where they will be at home in the Johnson Apartment House on Greenbrier street. The best wishes of numerous friends are extended to the bride and groom.—Alderson Advertiser.

FORSAKING BABYLON

By Harper Anderson

Touch not the unclean thing,
Our Lord wants all his own,
Touch not the unclean thing,
Which thing is Babylon.

"Come out of her my people,"
A call quite similar
To the commandment quoted
Above it, or before.

The prisoners are set free,
They will obey the call,
It is heart purity
That is required of all.

Touch not the unclean thing,
Divided and confused,
Which has the word of God
Erroneously abused.

And I will receive you
Sayeth the Almighty Lord,
As sweet a promise as is found
In all His precious Word.

Among those from a distance attending the funeral of G. M. Brice of Cass, last week were Mr. and Mrs. J. E. Perkins and sons Lloyd and Lynn, and Tilden Coffman, of Caldwell; Mr. and Mrs. Joe Hayes of Lewisburg; Mrs. Paul VanStavern, of White Sulphur; Charles Weiford, of Charleston; Mr. and Mrs. A. H. Myles, of Brownsville, Pa.; and Mrs. Martha Bennett, of Uniontown, Pa.

Same Old Set Up (Huntington Advertiser)

If the members of the board of directors of a bank, a railroad or a manufacturing concern demonstrate woeful mismanagement, pursue wasteful practices and run the business they are directing into heavy debt, the usual and common sense procedure is for the stockholders to get rid of such a board as quickly as its shortcomings become known.

The elective officers of the state of West Virginia, who comprise the board of public works, may be likened to a board of directors of a business or industrial corporation.

The board of directors of this state, as constituted at present has been guilty of gross mismanagement of the people's business. It has put our government at Charleston in red to the tune of two million dollars, with the prospect of the deficit being considerably expanded during the next 18 months. It has thrown away hundreds of thousands of dollars of the people's money on needless employes for the purpose of building up a political machine.

Yet, the entire board, with the exception of the governor, is seeking to be reinstated, each member in his present duties, at the November polls. With the connivance of the Republican machine of this state, they succeeded in being renominated in the primary.

Commenting on this aspect of the Republican state ticket, the Wheeling Register points out:

"There is Mr. Lawson, famed for his office furnishings, \$500 desks and \$500 cuspidors, for auditor; W. C. Cook of the text book change notriety, for state superintendent of schools; Howard B. Lee, too busy to defend compensation department suits, for attorney general; the perennial 'Pistol Bill' Johnson for treasurer; Howard M. Gore, 'bee inspector' mystery, for commissioner of agriculture, and Mr. Sharp, for secretary of state. Not a one of these gentlemen has found it possible to cut expenses of their department. Not a one of them has made any sign that a depression exists. What do they care about a two million dollar deficit and ruinous taxes? They have been having a high old time on boom day salaries and appropriations, and lower living costs. And here they are back for four years more? But there is another chance at them in November."

The only change in the slate is Thomas C. Townsend for governor. And his is by no means a new face. As tax commissioner for two terms, he, too is a part of the state house crowd. He tries this time for an elective office instead of an appointive one.

What assurance can the people have that this oligarchy of perential officeholders will change its methods if returned to power? They got us in the fix we're in. It would be foolish to take another chance with them or to think for a moment that relief from present distressful conditions, brought on by their official acts, could come through their continuance in power.

A. W. Hinkle is visiting relatives and friends in Chester, Pennsylvania, this week.

COUNTRYSIDE BROADCASTINGS BY DR. H. W. McLAUGHLIN

High School attendance in the United States has increased ten fold during the last thirty years. In 1900 there were 500,000; in 1930 there were 5,000,000 boys and girls in the high schools of America.

In rural areas the increase in high school attendance has been more rapid than in the cities. Thirty years ago the educational programs in the cities were fairly well developed, and the enrollment high. The rural high school consolidation movement is comparatively recent. The establishment of equalization funds by many states and the Federal appropriation for the Smith-Hughes agricultural high schools have been potent factors in the remarkable growth in the rural districts.

An Editorial in the Journal of the National Educational Association, after calling attention to the thirty years growth of the high schools in quantity offers a challenge that in the next thirty years they make an equal growth in quality. The editor asks the question: "How shall we begin the inspiring task of transforming our present high schools into radiant centers of new social, intellectual, artistic and spiritual life?" "High Schools in the rural areas, as well as those for younger children, have improved marvelously in the last thirty years. Have our country churches kept pace in their equipment, program and trained leadership?"

BIRDS OF WEST VIRGINIA

Two hundred and sixty-eight species and sub-species of birds have been recorded in the region now called West Virginia. These are approximately one-fourth of all the kinds of birds found in the United States and Canada. Some of the species and sub-species are very common and well known birds; some are transients that linger in this part of the country but a few days each year, as they pass back and forth on their semi annual migration flights; still others are very rare species that may be seen only once or twice in a lifetime; others are straggling peregrine forms that are driven inland by storms or that wander far from their usual habitats.

No extended and systematic work has ever been carried on in the study of West Virginia birds. Some noted ornithologists have visited the State for a short time, but they have never remained to make a careful study of birds. Members of the Biological Survey have made collecting trips in the State. Yet all these together have not adequately studied the birds. It yet remains for some one to do the work thoroughly.—Fred A. Brooks, The West Virginia Encyclopedia.

4-H CLUB MEETING

The Willing Workers 4-H Club held its last meeting for the month of May at the Bruffeys creek school house May 21, 1932, with a good attendance. The topic of the program was "Forestry."

After the meeting there was a marshmallow roast which was greatly enjoyed by the club members and their guests.

Regina Armstrong, Reporter.

- Now - Demonstrating The Beautiful New FORD V-8

Call and see it at our show rooms, and ask for demonstration.



BAXTER'S GARAGE

Marlinton, West Virginia

Also The New Improved 4
-- ON DISPLAY --